MULTIMEDIA UNIVERSITY ®

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FINAL EXAMINATION

TRIMESTER 1, 2022 / 2023 (TERM ID 2210)

DDL5214– DIGITAL LITERACY IN MANAGEMENT

(All sections / Group)

9th FEBRUARY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages (excluding cover page) with 4 Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Write your answers in the Answer Booklet.

QUESTION 1 [25 Marks]

a. What is Digital Literacy? Give the definition of what digital means, as well as literacy. Then explain in simple terms what digital literacy is.

(6 marks)

b. Give **SEVEN (7)** examples of the places where computers are used. Explain on each one.

(7 marks)

c. All viruses, trojans and worms are malware. Give the definition for each of these malware threats, and give **TWO (2)** examples for each of the viruses, trojans and worms.

(12 marks)

QUESTION 2 [25 Marks]

a. While Search Engines and Metasearch Engines are used to look for information on the internet, they are not the same thing. Explain the difference between Search Engines and Metasearch Engines? Give **TWO (2)** examples for both Search Engine and Metasearch Engines.

(10 marks)

b. Taxonomies are the study of the general principles of scientific classification. They can also be applied for the use of search engines. Give a brief explanation of what taxonomies for search engine are. Then explain how the principle of taxonomy can be used in improving the relevance of results in search engines.

(10 marks)

c. Explain the difference between the difference first party cookies and third-party cookies.

(6 marks)

QUESTION 3 [25 Marks]

a. Web 3.0 is an idea for a new iteration of the World Wide Web which incorporates concepts such as decentralization, blockchain technologies, and token-based economics. Give **THREE (3)** potentials or pitfalls of Web 3.0.

(6 marks)

b. Blogging online is more than posting articles or pictures onto a website. It takes time, strategy and planning for a blog to succeed. List down **FIVE (5)** tips to start a successful blog.

(10 marks)

Continued...

c. Illustrate the different parts of an email with labels and drawings.

(8 marks)

QUESTION 4 [25 Marks]

a. Explain the differences between a laptop, ultrabook, and notebook.

(6 marks)

b. 5G is the 5th generation of mobile technology. Explain why 5G is so different from the previous generations before it. Then give **THREE (3)** different applications for the use of 5G.

(10 marks)

c. Describe **THREE (3)** uses of 3D printers and give **THREE (3)** different industries they are used.

(9 marks)

End of Paper